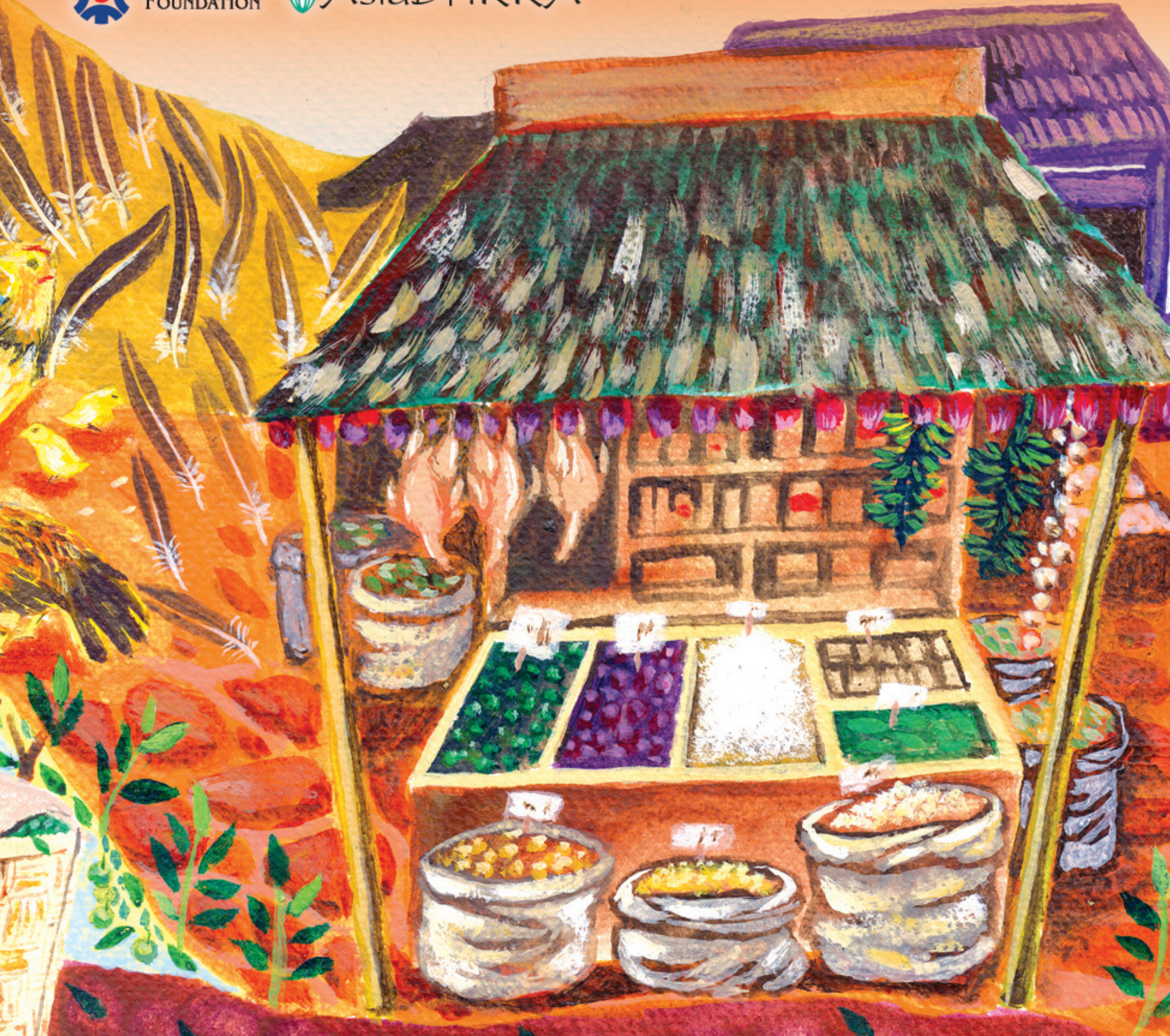
MAPPING OF MARKETING INITIATIVES BY CSOs

CAMBODIA, PHILIPPINES & VIETNAM

LINKING SMALL FARMERS TO MARKET PROJECT

ASEAN FOUNDATION AsiaDHRRA



Mapping of Marketing Initiatives by CSOs

ISBN No.: 917-92920-1-7

Printed and bound in Manila, Philippines

Published by:

Asian Partnership for the Development of Human Resources in Rural Asia (AsiaDHRRA) and the ASEAN Foundation

2nd Floor Partnership Center
59 C. Salvador St., Loyola Heights,
1108 Quezon City, Philippines
Tel: (632) 436-4706
Fax: (632) 426-6739
Email: asiadhrra@asiadhrra.org
URL: www.asiadhrra.org / www.asianfarmers.org

This project was undertaken with the support of the ASEAN Foundation: Linking Small Farmers to Market Program

CONTENTS

MAPPING OF MARKETING INITIATIVES BY CSOs

Introduction **1**

Cambodia **3**

Philippines **17**

Vietnam **31**

INTRODUCTION

This publication contains the initial outputs of the research component of AsiaDHRRA's Regional Project on Linking Small Farmers to Markets.The reports are the actual outputs of the participatory market researches and studies on specific commodities chosen in each pilot country: tea in Vietnam, fresh calamansi fruit in the Philippines, and free-range native chicken in Cambodia. The studies were initiated and participated by farmers themselves, the marketing officer of the project and the people from the LSFM pilot in-country anchors, namely, the Viet Nam Farmers Union (VNFU), the Philippine Partnership for the Development of Human Resources in Rural Areas (PhilDHRRA), and the Cambodian Center for Study and Development of Agriculture (CEDAC).

The researches and studies conducted under the LSFM project were intended to contribute to the process of effectively linking small farmers to market and maximize their benefits from the value chain. In addition, the studies also aimed to help decision-making of the project's in-country anchors and in formulating strategic directions, developing key linkages with industry partners and other institutions. To establish the link, strategies to integrate the Value Chain Analysis (VCA) to the competitive advantage of the small farmers should be developed.

All these would have not been possible without the participation and support of small farmers, the dedicated staff of PhilDHRRA, CEDAC, and VNFU, the advise of friends from the agribusiness and industry sector, the LSFM Project Management Team, and the support of the ASEAN Foundation.

MAPPING OF MARKETING INITIATIVES BY CSOS IN CAMBODIA

A REPORT BY CEDAC

DESCRIPTION

In Cambodia there is a limited number of marketing initiatives by Civil Society Organizations. The estimated number is 40 and our survey covers 10 initiatives which represent 25%. During the March 2008, the Marketing Officer used a standard survey format discussed by Project Management Team (PMT) to conduct the survey. However, the survey information collected mostly based on the primary data provided by the Marketing Intermediators or market players of agriculture commodities. Moreover, referral method is used to select the sample of this survey. The survey covers only 10 crops or 7 Marketing initiatives by 7 CSOs in Cambodia. Some data are estimated based on the old sources from the Ministry of Agriculture, Forestry and   Fishery. The data on national volume of production are very difficult to find in Cambodia where research documents are not rare.

Map of CSO Marketing Initiative resulting from the survey as shown in the tables in the succeeding pages.

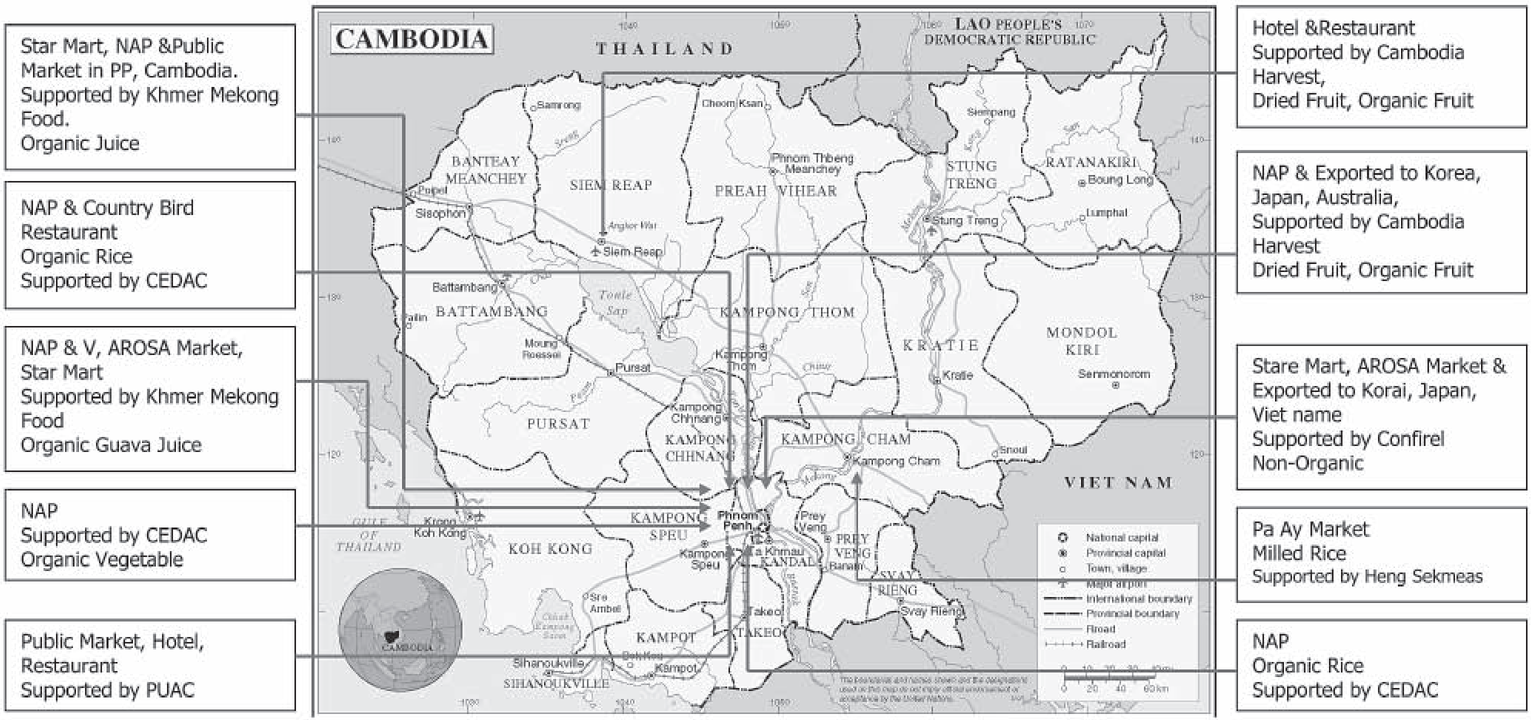

Star Mart, NAP &Public Market in PP, Cambodia. Supported by Khmer Mekong Food. Organic Juice
NAP & Country Bird Restaurant Organic Rice Supported by CEDAC
NAP & V, AROSA Market, Star Mart Supported by Khmer Mekong Food Organic Guava Juice
NAP Supported by CEDAC Organic Vegetable
Public Market, Hotel, Restaurant Supported by PUAC
Hotel &Restaurant Supported by Cambodia Harvest, Dried Fruit, Organic Fruit
NAP & Exported to Korea, Japan, Australia, Supported by Cambodia Harvest Dried Fruit, Organic Fruit
Stare Mart, AROSA Market & Exported to Korai, Japan, Viet name Supported by Confirel Non-Organic
Pa Ay Market Milled Rice Supported by Heng Sekmeas
NAP Organic Rice Supported by CEDAC
CAMBODIA
THAILAND
LAO PEOPLE'S DEMOCRATIC REPUBLIC
VIET NAM
GULF OF THAILAND
BANTEAY MEANCHEY
SIEM REAP
PREAH VIHEAR
STUNG TRENG
RATANAKIRI
BATTAMBANG
KAMPONG THOM
KRATIE
MONDOL KIRI
PURSAT
KAMPONG CHHNANG
KAMPONG CHAM
KOH KONG
KAMPONG SPEU
KANDAL
PREY VENG
SVAY RIENG
KAMPOT
TAKEO
SIHANOUKVILLE
Phnom Penh
National capital
Provincial capital
Town, village
Major airport
International boundary
Provincial boundary
Road
Railroad

Table 1 Summary of CSO Marketing Initiative on Rice

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product 2007 in Kilograms
Marketing Initiative 1	Rice	3,600	158,181,000
Marketing Initiative 2	Rice	900	25,000,000
Total		4,500	183,181,000

Table 2 Percentage of CSO Marketing in Rice vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
183,181,000	2,322,014,000	0.78%

Table 3 Percentage of Farmers Involved in CSO Marketing of Rice

Total Number of Farmers Involved	Total Number of Rice Farmers in Cambodia	Percentage of Farmers Involved in CSO Rice Marketing
4,500	1,700,000	0.26%

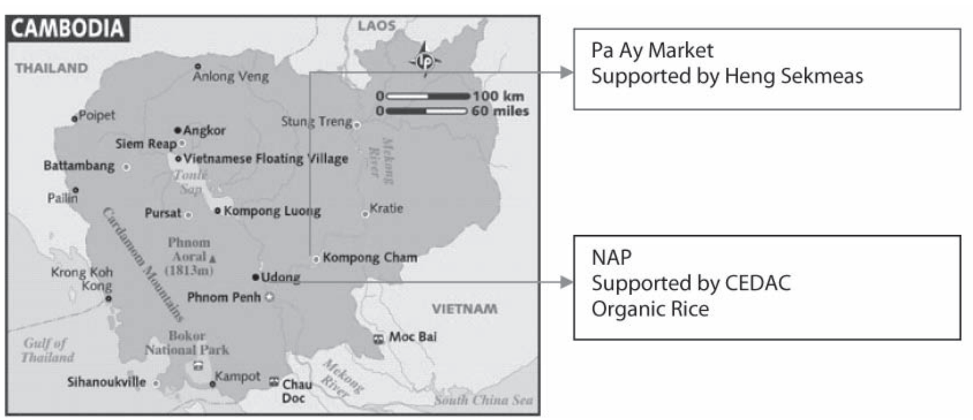


Table 4 Summary of CSO Marketing Initiative on Palm Wine

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Lites
Marketing Initiative 1	Palm Wine	100	1,000,000L
Total		100	1,000,000L

Table 5 Percentage of CSO Marketing in Palm Wine vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
1000,000L	28,410,000L	0.35%

Table 6 Percentage of Farmers Involved in CSO Marketing of Palm Wine

Total Number of Farmers Involved	Total Number of Palm Wine Farmers in Cambodia	Percentage of Farmers Involved in CSO Palm Wine Marketing
100	18,000	0.55%

Stare Mart, AROSA Market &
Exported to Korea, Japan, Vietnam
Supported by Confirel
Non- Organic Palm Wine

Table 7 Summary of CSO Marketing Initiative on Vegetables

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Kilograms
Marketing Initiative 1	Vegetable	51	1,700
Marketing Initiative 2	Vegetable	115	24,000
Total		166	25,700

Table 8 Percentage of CSO Marketing of Vegetables vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
25,700	90,000,000	0.029%

Table 9 Percentage of Farmers Involved in CSO Marketing of Vegetables

Total Number of Farmers Involved	Total Number of Vegetable Farmers in Cambodia	Percentage of Farmers Involved in CSO Vegitable Marketing
166	686,000	0.024%

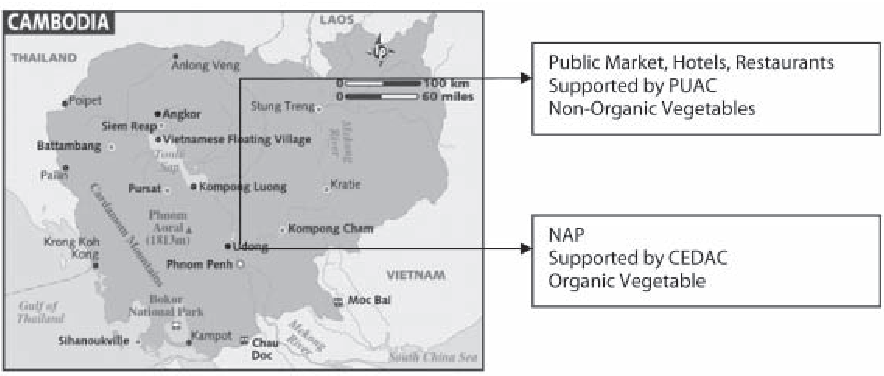


Table 10 Summary of CSO Marketing Initiative on Guava

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Kilograms
Marketing Initiative 1	Guava	15	3,500
Total		15	3,500

Table 11 Percentage of CSO Marketing in Guava vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
3,500	2,062,000	0.17%

Table 12 Percentage of Farmers Involved in CSO Marketing of Guava

Total Number of Farmers Involved	Total Number of Guava Farmers in Cambodia	Percentage of Farmers Involved in CSO Guava Marketing
15	19,600	0.076%

NAP & V AROSA Market, Star Mart Supported by Khmer Mekong Food Organic Guava Juice

Table 13 Summary of CSO Marketing Initiative on Chicken

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Kilograms
Marketing Initiative 1	Chicken	200	14,560
Total		200	14,560

Table 14 Percentage of CSO Marketing in Chicken vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
14,560	1,500,000	0.97%

Table 15 Percentage of Farmers Involved in CSO Marketing of Chicken

Total Number of Farmers Involved	Total Number of Chicken Farmers in Cambodia	Percentage of Farmers Involved in CSO Chicken Marketing
200	942,000	0.21%

NAP & Country Bird Country Restaurant
Supported by CEDAC
Free-range chicken

Table 16 Summary of CSO Marketing Initiative on Pineapple, Guava, Mango Juice and Tamarind Drink

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Kilograms
Marketing Initiative 1	Juice	10	3,500
Total		10	3,500

Table 17 Percentage of CSO Marketing in Juice vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
3,500	16,348,000	0.21%

Table 18 Percentage of Farmers Involved in CSO Marketing of Juice

Total Number of Farmers Involved	Total Number of Juice Farmers in Cambodia	Percentage of Farmers Involved in CSO Juice Marketing
10	100,100	0.10%

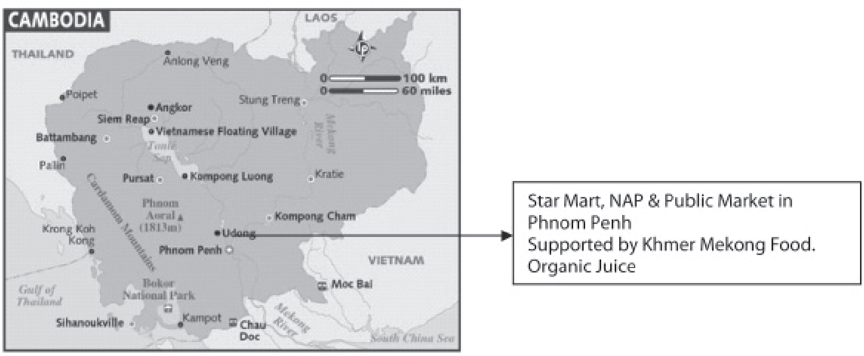


Table 19 Summary of CSO Marketing Initiative on Mango, Pineapple, Payapa, Jam, Fruit

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Kilograms
Marketing Initiative 1	Fruit	50	7,800
Total		50	7,800

Table 20 Percentage of CSO Marketing in Fruit vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
7,800	9,172,000	0.85%

Table 21 Percentage of Farmers Involved in CSO Marketing of Fruit

Total Number of Farmers Involved	Total Number of Fruit Farmers in Cambodia	Percentage of Farmers Involved in CSO Fruit Marketing
50	100,000	0.5%

Hoteld & Restaurants
Supported by Cambodia Harvest Dried Fruit
Organic Fruit

NAP & exported to Korea, Japan, Australia
Supported by Cambodia Harvest Dried Fruit
Organic Fruit

Table 22 Summary of CSO Marketing Initiative on Black, White, Dry Pepper

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Kilograms
Marketing Initiative 1	Pepper	15	3,000
Marketing Initiative 2		10	2,500
Total		25	5,500

Table 23 Percentage of CSO Marketing in pepper vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
5,500	11,538,000	0.47%

Table 24 Percentage of Farmers Involved in CSO Marketing of Pepper

Total Number of Farmers Involved	Total Number of pepper Farmers in Cambodia	Percentage of Farmers Involved in CSO pepper Marketing
25	500	0.5%

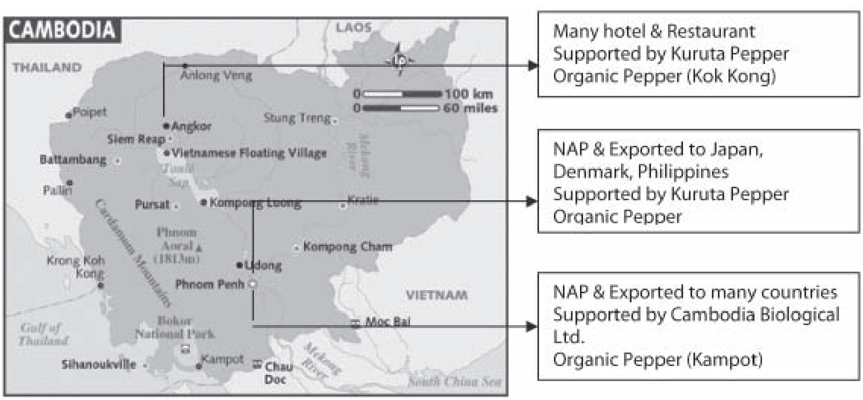


Table 25 Summary of CSO Marketing Initiative on Sugar Palm

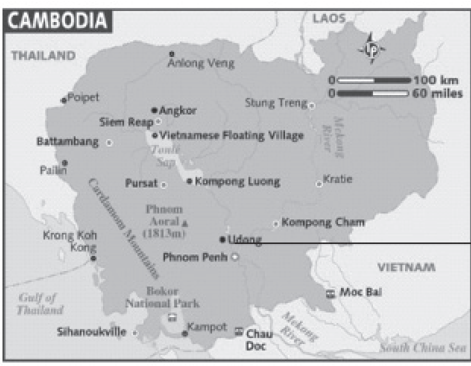
Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Kilograms
Marketing Initiative 1	Sugar Palm	100	3,500
Total		100	3,500

Table 26 Percentage of CSO Marketing in Sugar Palm vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
3,500	1,500,000	0.23%

Table 27 Percentage of Farmers Involved in CSO Marketing of Sugar Palm

Total Number of Farmers Involved	Total Number of Sugar Palm Farmers in Cambodia	Percentage of Farmers Involved in CSO Sugar Palm Marketing
100	270,000	0.37%



NAP Exported to Japan, Korea
Supported by Confirel Co,.Ltd
Organic Sugar Palm

Table 28 Summary of CSO Marketing Initiative on Cashew Nut

Marketing Initiative	Product	Number of Farmers Involved	Volume of Marketed Product (Year 2007) in Kilograms
Marketing Initiative 1	Cashew nut	100	50,000
Total		100	50,000

Table 29 Percentage of CSO Marketing in Cashew nut vis-à-vis Annual Production Volume

Total Annual Marketed Volume by CSO Initiatives	National Annual Production Volume	Percentage of CSO Marketed Volume
50,000	60,000,000	0.83%

Table 30 Percentage of Farmers Involved in CSO Marketing of Cashew nut

Total Number of Farmers Involved	Total Number of Cashew nut Farmers in Cambodia	Percentage of Farmers Involved in CSO Cashew nut Marketing
100	460,000	0.21%

NAP & exported

Supported by Cambodia Biological Co. Ltd.
Non- Organic Cashew Nut

ANALYSIS

According to data collected, the percentage of each crop marketed by CSOs in Cambodia is a very small amount. It means that marketing intermediation for agriculture communities have not yet widely initiated by CSOs. There are therefore many opportunities for CSOs in linking small farmers to the market. However, many challenges to do so since there is no or less government support in this sectors. Irresponsible traders are gaining much profit in trading locally and potential export agriculture commodities.

The above marketed crops by CSOs have potentiality to enlarge its local and regional market. For instance, the organic chicken is recommended to be a potential agri-product in Cambodia.

The following described reasons are justified conducive business environment for CEDAC to take this opportunity to widely trade this crop:

1- The growth potential

It is a huge market demand in country, especially in Phnom Penh. 10MT a day of chicken meat is consumed by Phnom Penh people, mostly natural chicken raised by farmers. All markets in Cambodia are selling chicken meat. Food processing from chicken meat is only done by restaurants, not by other food producers. Reducing the gap of its value chain, CEDAC is able to easily entry into its potential organic chicken market.

2- The poverty reduction

Marketing organic chicken for small farmers, CEDAC will create more job opportunities or help poor entrepreneurs to sustain their micro- business, especially chicken raising at household or village level. Women will be able to generate income from this job which requires low cost of investment and low technology skills.

3- The scope

Majority of Cambodian small farmers usually raise their chickens in a conventional way. Under different projects of CEDAC, they have been provided technical assistance to improve quality and quantity. So far, the farmers have been formed into producer group or cooperative entity. CEDAC first started introducing the chicken market in its Natural Agri-Product shop. The chicken farmer village associations can create their own slaughterhouses to supply organic chicken to city or provincial market.

4-Prospects of success

Organic chicken can be easily traded by CEDAC in the organic market which is a unique or new initiative in Cambodia. The created business environment is very attractive to many people in terms of food safety needs. CEDAC can also enlarge this market in main cities and provincial towns where middle class are looking for quality products or taking care of their health. Organic chicken is a complementary organic product of NAP shop where organic rice and vegetables are available for their customers.

CEDAC has established its business program to promote the organic market. Several NAP shops and Country Bird restaurants run by this component will be the big market of the organic chicken.

5- Institutional or Program-related aspects:

Slaughterhouses formed by farmer village or cluster associations are consistent with the government policies to deal with bird flu. AIBC is a bird flu project carried out by the CEDAC Field program and supported by a few partners. Capacity building on chicken production will be subsidized by the project.

I finally recommend the Project Advisory Group to select organic chicken as a potential crop for its future market intermediation along with its organic rice and fresh fruit vegetables.

MAPPING OF CSO MARKETING INITIATIVES IN THE PHILIPPINES

A REPORT BY PhilDHRRA

DESCRIPTION OF SURVEY PROTOCOLS

Since there is no consolidated data on the number of CSO marketing initiatives in the Philippines, 30 marketing initiatives or intermediaries were decided to take part on the survey. The survey was carried out by PhilDHRRA and these were conducted from March until April 10. A purposive sampling was utilized based from the list of PhilDHRRA partners with marketing functions, particularly from the UMFI and PDAP. The researchers also secured referrals from the interviewed organizations and surfed the internet for possible list of marketing intermediaries. The target respondent is the Marketing/Project Officer of the organization. The survey was done through phone interviews, since most of the respondents are from far provinces. Two types of data were gathered using the survey tool: quantitative data (data on production, number of farmers, and farm size) and qualitative data (problems faced by the organization, goals and objectives, and organizational set-up).

Some of the problems encountered during the survey include difficulty in getting the list of organizations, tracing the contact numbers of respondents, and getting an appointment for the conduct of the telephone interview. During the course of the interview, majority of the respondents are cooperative


Institute for the Development of Educational and Ecological Alternatives (IDEAS)
Location: Palawan
Commodity: Copra and banana
Center for Agrarian Reform and Rural Development (CARRD)
Location: Quezon City
Commodity: Organic rice
Nagkakaisang mga Tribu ng Palawan (NATRIPAL)
Location: Palawan
Commodity: Handicrafts (banana paper, walis) and wild honey
Upland Marketing Foundation, Inc. (UMFI)
Location: Pasig City
Commodity: Muscovado sugar
Philippine Rural Reconstruction Movement (PRRM)
Location: Quezon City
Commodity: Organic rice and rice coffee
Bicol Small Business Institute Foundation, Inc. (BSBI)
Location: Albay
Commodity: Seaweeds
Mangyan Mission
Location: Oriental Mindoro
Commodity: Banana and corn
Bato-Siay Calamansi Growers Multi Purpose Cooperative
Location: Zamboanga Sibugay
Commodity: Calamansi
Palawan Ecology Protection and Enterprise Work Center, Inc. (PEPEWCI)
Location: Palawan
Commodity: Handicrafts
Xavier Agricultural Extension Service (XAES)
Location: Zamboanga Sibugay
Commodity: Calamansi
Nazareth Women's Association
Location: Zamboanga Sibugay
Commodity: Calamansi
Partners for First Peoples (PFP)
Location: South Cotabato
Commodity: Peanut
South Cotabato Foundation, Inc. (SCFI)
Location: South Cotabato
Commodity: Passion fruit concentrate
Philippines
0 200 km
0 150 mi
Batan Islands
Basco
Luzon Strait
Babuyan Islands
Babuyan Channel
Laoag
Bangued
Vigan
Tuguegarao
Tabuk
Bontoc
Ilagan
San Fernando
La Trinidad
Cabarroguis
Lingayen
Philippine Sea
Palayan
Tarlac
Scarborough Shoal
Iba
San Fernando
Malolos
Polillo Islands
Balanga
Manila
South China Sea
Trece Martires
Santa Cruz
Lucena
Daet
Catanduanes Island
Batangas
Boac
Pili
Virac
Mamburao
Marinduque
Legazpi
Sorsogon
Mindoro
Romblon
Busuanga Island
Catarman
Masbate
Calamian Group
Samar
Calbalogan
Kalibo
Borongan
Visayan Sea
Cuyo Island
Panay
Iloilo
Tacloban
Leyte
San Jose de Buenavista
Bacolod
Cebu
Palawan Passage
Negros
Cebu
Maasin
Siargao Island
Panay Gulf
Puerto Princesa
Tagbilaran
Bohol
Surigao
Palawan
Bohol Sea
Dumaguete
Tandag
Siquijor
Mambajao
Butuan
Sulu Sea
Dipolog
Cagayan de Oro
Balabac Island
Malaybalay
Pagadian
Marawi
Tagum
Cagayan Sulu Island
Cotabato
Davao
Moro Gulf
Zamboanga
Maganoy
Mati
Isabela
Basilan Island
Koronadal
Jolo
Jolo Island
Mindanao
Tawitawi Island
Malaysia
Sulu Archipelago
Balimbing
Celebes Sea
Karakelong (Indonesia)
©1994 MAGELLAN Geographix℠ Santa Barbara, CA (800) 929-4MAP
Coco Coir Business Integration Development, Inc. (COCOBIND)
Location: Sorsogon
Commodity: Net
Tibal Cooperation for Rural Development (TRICORD)
Location: Nueva Vizcaya
Commodity: Lemon
Federation of Multi-Sectoral Alliance for Development- Negros (MUAD-Neg)
Location: Negros Occidental
Commodity: Banana and papaya
LIKAS Enterprise Project
Location: Sorsogon
Commodity: Rice
PhilDHRRA Visayas
Location: Cebu City
Commodity: Virgin coconut oil
Eastern Samar Development Foundation, Inc. (ESADEF)
Location: Eastern Samar
Commodity: Tuna and vegetables
Altertrade Corporation
Location: Bacolod City, Negros Occidental
Commodity: Muscovado sugar and balangon banana
Antique Federation of Cooperatives
Location: Antique
Commodity: Muscovado sugar
Mindanao Agri-Network Corp. (MANCOR)
Location: Davao City
Commodity: Organic rice
Don Bosco Foundation, Inc. - Biosdynamis
Location: North Cotabato
Commodity: Organic rice
Association of Fisherfolks of Davao City, Inc. (AFDCI)
Location: Davao City
Commodity: Mangrove seedlings
Bukidnon Organic Products Corporation (BOPC)
Location: Cagayan de Oro City
Commodity: Muscovado sugar and organic rice
Siad Initiatives in Mindanao Convergence for Asset Reform and Rural Development, Inc. (SIMCARRD)
Location: Davao City
Commodity: Organic and denorado rice
Sultan Kudarat Muscovado Farmers and Millers Corporation (SKMFMC)
Location: Sultan Kudarat
Commodity: Muscovado sugar

and willing to give information. Most of them inquired what assistance may be extended by the project to their organizations.

Due to factors that are not within the control of the researchers (e.g. inaccurate contact information, refusal of some organizations to participate, no response upon contact), the team was able to interview 27 marketing intermediaries from Luzon, Visayas, and Mindanao. The locations of these intermediaries, including the list of commodities that they market, are shown in Figure 1.

PROFILE OF CSO MARKETING INITIATIVES

In terms of geographical distribution, Visayas had the least number of marketing initiatives interviewed, comprising only 19% of total respondents (Table 1). The commodity that is commonly marketed among the three island groups is muscovado sugar. There may be a sample bias on this commodity since majority of the intermediaries interviewed are partner organizations of PDAP.[1] Annex A shows the list of marketing intermediaries covered by the survey and distributed across island groups.

Table 1. Distribution of Marketing Initiatives by Island Group

Island Group	No. of Marketing Initiatives	Commodities
Luzon	11	Organic rice, rice coffee, lemon, banana, muscovado sugar, handicrafts, corn, copra
Visayas	5	Banana, papaya, muscovado sugar, tuna, vegetables, virgin coconut oil
Mindanao	11	Mangrove seedling, calamansi, seaweeds, muscovado sugar, organic rice
Total	27	

By type of marketing arrangement, purchase and selling at a margin is the most common, mentioned by 78% of the respondents (Table 2). The usual mode of payment for this type of marketing arrangement is that the farmers are paid upon delivery of the commodity. There are also cases when the marketing intermediaries pay the farmers in advance, 2 weeks in advance at most. The least utilized type of arrangement is facilitation at 15%.

[1] The main commodities being marketed by PDAP are organic rice, muscovado sugar, and seaweeds. (Source: www.pdap.net)

Table 2. Type of Marketing Arrangements

No.	Type of Marketing Arrangements	Freq.	Percent (n=27)
1	Consignment	8	30%
2	Purchase and sell at a margin	21	78%
3	Facilitation	4	15%
4	Financing	9	33%

All the interviewed marketing intermediaries affirmed of extending support to small farmers. The most common type of support extended is organizing the farmers for consolidation at 70% (Table 3). This technique of organizing benefits both the marketing intermediary and the farmers since it reduces transactions cost (i.e. cost of coordinating with a group as opposed to coordinating with individual farmers). Agricultural extension is also being provided by 67% of the intermediaries, which includes training in organic farming, technology transfer, and other technical assistance. The marketing intermediaries also assist the farmers in processing (67%) and providing loans or financial assistance (59%), although in some cases, the loan is in the form of production inputs (e.g. fertilizer) and not monetary.

Table 3. Type of Support

No.	Type of Support	Freq.	Percent (n=27)
1	Organizing for consolidation	19	70%
2	Agricultural extension	18	67%
3	Packaging	13	48%
4	Processing	18	67%
5	Financing	16	59%

A majority of the intermediaries provide commodities to walk-in buyers (67%) as seen in Table 4. Based on the interview, these intermediaries own stores/shops/showrooms near their offices where walk-in clients can avail of their products. More than half or 52% also supply commodities to institutional markets, some of which include food processors and manufacturers, government agencies (e.g. DTI), hotels, and restaurants. A significant proportion (52%) also provides commodities to informal markets, with public markets as the most common type. The least utilized type of market is through supply contract with large corporations (22%).

Table 4. Type of Markets

No.	Type of Markets	Freq.	Percent (n=27)
1	Institutional markets	14	52%
2	Supply contract	6	22%
3	Chain outlet distribution	13	48%
4	Informal markets (e.g. public, auction, roving)	14	52%
5	Walk-in buyers	18	67%

When asked about the issues and problems faced by farmers that led to the marketing initiative, some of the responses include: a) difficulty in marketing their products due to absence of market, low quality of products, or lack of marketing skills, b) small farmers are just price-takers (i.e. they have no say on how much their commodities should be valued, instead, they are just at the mercy of the quoted price of traders or capitalists) which translates to low farm income, and c) unfair trade practices (i.e., commodities are used for loan settlement to lenders).
As marketing intermediaries, some of the organizations' goals and objectives are: a) expand production and market, some even aimed of exporting their commodities, b) to help farmers have a sustainable source of income and eventually, uplift their economic conditions, and c) to increase the quality of their commodities.

When asked about the challenges faced by the marketing intermediaries, most common responses are as follow: a) lack of or inadequate capital that leads to limited operations and improvements in technology, b) insufficient supply to meet market demands, c) low quality of commodities that leads to competitive disadvantage, and d) management and system problems (internal).

To ensure sustainability, the marketing intermediaries carry out the following activities: a) tie up with government agencies and NGOs for knowledge sharing and other possible opportunities, b) engage in other income-generating activities such as rental of facilities and lease of properties, c) continuous improvement in quality of the commodity and investment in technology, d) skills training of personnel, and e) constant monitoring and evaluation.

The above information is of importance for the project's next phases. From these, it will be easier to identify techniques that will be useful and appropriate to small farmers and that directly address their problems. The profile also provides an overview of the systems and dynamics that are currently being practiced by marketing intermediaries.

ANALYSIS

In order to determine what commodity will be selected for recommendation to the PAG, the share of this particular commodity to national annual production may be examined. Commodities were chosen based on the number of intermediaries that market them. The most common marketed commodities are organic rice, muscovado sugar, calamansi, and banana. Table 5 shows the share of these commodities to national annual production.

Table 5. Share of Marketed Volume by CSO Initiatives to Annual Production, by commodity

Commodity	No. of interviewed CSO initiatives	Total Annual Marketed Volume by CSO Initiatives (in metric ton)	National Annual Production[1] (as of 2006, in metric ton)	Percentage
Organic rice	7[a]	1,001,091	10,024,000[c]	9.99%
Muscovado sugar	5	30,595	24,345,106[d]	0.13%
Calamansi	4[b]	3,313	196,595	1.69%
Banana	4	2,531	6,794,564	0.04%

[a] includes one intermediary that markets rice
[b] includes one intermediary that markets lemon
[c] production of rice
[d] production of sugarcane

As earlier mentioned, there is no consolidated data on the total number of marketing intermediaries in the Philippines so we cannot generalize the relative share of the surveyed intermediaries to total national production. However, it is worth noting that the marketed organic rice of CSO initiatives contributes to almost one-tenth of national rice production. Marketed volume of calamansi is 1.69% of national production while the marketed volumes of banana and muscovado sugar have less than 1% share.

In terms of the share of the farming area by CSO initiatives to national farming area, the area planted with calamansi covered by this mapping constitutes 8.53% of national calamansi–farming areas (Table 6). The other commodities comprise only less than 1% of the total farmlands devoted to that specific crop. On one hand, a profile from PDAP[3] stated that from an estimated 95 hectares planted to organic rice in 1997, the area increased to 14,419 hectares in 2003. This represents 0.53% of the total rice areas in the Philippines. Using PDAP's data, the farm area devoted to organic rice planting covered by this mapping is 15.9% of total area of organic rice farmlands.

Table 6. Share of Farming Area by CSO Initiatives to Total National Farming Area, by commodity

Commodity	No. of interviewed CSO initiatives	Total Farming Area by CSO Initiatives (in hectares)	National Farming Area[4] (as of 2006, in metric ton)	Percentage
Organic rice	7	2,297	4,159,930	0.06%
Muscovado sugar	5[a]	610	392,280	0.16%
Calamansi	4	1,727	20,253	8.53%
Banana	4	1,068	428,804	0.25%

[a] two organizations were not able to give data

Table 7 shows the number of farmers involved in the surveyed CSO initiatives. There is no national data on the number of farmers involved in the cultivation of specific crops so the effort of getting the percentage of the covered area was futile. However, data from PDAP stated that there are at least 36,592 organic rice farmers in the country. This means that the share of organic rice farmers covered in this mapping to total number of organic rice farmers in the country is 3.3%.

3 www.pdap.net
4 Source: Bureau of Agricultural Statistics

Table 7. Number of Farmers Involved in CSO Initiatives, by commodity

Commodity	No. of interviewed CSO initiatives	Number of Farmers Involved in CSO Initiatives
Organic rice	7	1,208
Muscovado sugar	3	1,449
Calamansi	4	846
Banana	4	3,296

Due to the absence of some national data and total number of marketing intermediaries in the country, it is inappropriate to make general conclusions on the performance of CSO marketing initiatives based on this mapping. However, an important observation that can be made is the diverse characteristics of the marketing intermediaries. There are intermediaries that are very small in size, as evidenced by the procured volume of commodities, while there are those that provide marketing functions to the whole province where they are located. Therefore, getting average data across commodities may be inappropriate. Table 8 shows a summary of production data gathered from the mapping.

Table 8. Summary of Production Data, by commodity

Commodity	No. of interviewed CSO initiatives	Range of Annual Marketed Volume by CSO Initiatives (in metric ton)	Range of Farming Area by CSO Initiatives (in hectares)	Range of Number of Farmers Involved in CSO Initiatives
Organic rice	7	3 – 999,000	3 – 1,224	23 – 400
Muscovado sugar	3	20 – 30,000	40 – 300	90 – 377
Calamansi	4	2 – 3,000	2 – 1,000	50 – 400
Banana	4	3 – 2,500	27 – 800	50 – 2,900

RECOMMENDATION TO THE PAG

(This section is subject for review since the research team is not too familiar with the current market situation, specifically for the 4 above-mentioned commodities. This section is based on mere research and not by the researchers' empirical findings)

Based from the mapping exercise, research team proposes two commodities to the PAG as the focus of LSFM marketing intermediation efforts. These two commodities are banana and calamansi. Below are the current market situations of banana and calamansi productions in the country that would justify their selection.[5]

Banana

Banana is the leading fruit grown in the Philippines and a consistent top dollar earner. The prospect of Philippine bananas in the domestic and foreign market is still promising. For instance, the country has cavendish and banana chips for export. For the local markets are lakatan and latundan. There are various varieties of banana that are abundantly grown in many parts of the country, such as Cavendish, Latundan, Lakatan, Inarnibal, Amas. Bungulan, Pitogo, Morado, Inabaniko, and Señorita. Promising varieties include Saba-Cardaba, Paa Dalaga, Radja, Pelipia, Katsila, Abuhon, Turangkog and Dalian.

In terms of poduction, the Philippines is the 4th top producer of banana in 2006 and it contributes 9.38 % on the world's total area planted with banana. Production volume grew by 7.3% during the 1st semester of 2007, 7.8% in 2006 over 2005. In 2006, the Philippines has an existing production area of 428,804 hectares that has produced a volume of 6,794,564 mt. Cavendish accounts for 41.37% of all banana produced followed by Cardava at 33.64% and Lakatan 12.3%.

Banana processing is also prevalent and a potential industry to look into. For instance, Cardaba is processed into banana chips intended mainly for the export markets. Cavendish is also processed for feeds, flour, vinegar, and

[5] Source: Most of the information found in this section are from the Department of Agriculture website (www.da.gov.ph)

banana catsup. In terms of cost and return, for the 1st generation planting with 40 mt/ha yield at 20 kg/plant, 2x2.5 m spacing, 2,000 hills/ha, the total production cost for the 1st generation planting was computed at Php 2.77/kg.

The Department of Agriculture's demand and supply projections are as follow: a) increase export volume by 3% to 5% on a yearly basis, b) increase production of banana chips and other products from 21,000 mt to 41,000 mt by 2010, c) increase production of Lakatan and Latundan by 4% per year, and d) development of export markets for other cultivars and niche markets. In terms of local market, the local markets for Cardaba is still driven by the mega urban centers such as Metro Manila and Metro Cebu mainly for snack foods such as banana cue and turon. Lakatan and Latundan are also mainly for the local markets in Visayas and Luzon.

With regards to export, the Philippines ranks number two in banana (Cavendish) exports at 2.3 million mt valued at US$ 404 million in 2006. Moreover, export volume grew by 13.8% while export value grew by 10%. Japan accounts for the 41% of the fresh export market of Philippine banana. Major export destinations include EU, USA, Japan, Russia, China and Canada. In addition, the country ranks number one in banana chips exports at 38,000 mt valued at US$ 36 million in 2006. USA is the top export destination at 20%. Philippine exports of fresh Cavendish bananas ranked number one with 22% share in Philippine food exports while banana chips ranks no. 11 with 2% share. Fresh Cavendish bananas are exported to 32 countries basically Asia and the Middle East while banana chips are exported to 52 countries worldwide.

Calamansi

Calamansi is a fruit tree native to the Philippines. It is the most commonly grown backyard tree among the citrus species. It can thrive in a wide variety of environmental conditions.

The Philippines is the sole commercial producer exporter of calamansi in the world. The industry trends showed that calamansi production increased both in quantity (7%) and area (8%) from 1996-2000. In the same period, Philippine calamansi export quantity rose significantly at 51% annually owing to the notable increases in exports of calamansi juice to the United

States, Japan, Canada and Hong Kong. There are good market opportunities and long term potential in the local and export markets both for fresh and processed forms. The attractive return on investment and the versatility of calamansi as food and food enhancer are strengths of the industry that need to be further exploited.

ANNEX A.
List of CSO Marketing Intermediaries in the Philippines

No.	Name of Marketing Intermediary	Location	Commodity
Luzon			
1	CARRD	Quezon City, NCR	Organic Rice
2	Tribal Cooperation for Rural Development (TRICORD)	Nueva Vizcaya	Fresh lemon
3	Philippine Rural Reconstruction Movement (PRRM)	Quezon City	Organic Rice and Rice Coffee
4	Coco Coir Business Integration Development, Incorporated (Cocobind, Inc.)	Sorsogon	Net
5	LIKAS Enterprise Project	Sorsogon	Rice
6	Mangyan Mission	Oriental Mindoro	Banana and Corn
7	Upland Marketing Foundation, Inc. (UMFI)	Pasig City, NCR	Muscovado sugar
8	NATRIPAL	Palawan	Handicrafts (banana paper, walis) and Wild honey
9	Palawan Ecology Protection and Enterprise Work Center, Inc. (PEPEWCI)	Palawan	Bamboo torch lamp, table, lamp shade, souvenir décor
10	Bicol Small Business Institute Foundation, Inc. (BSBI)	Albay	Seaweeds
11	Institute for the Development of Educational and Ecological Alternatives (IDEAS)	Palawan	Copra and banana
Visayas			
12	Federation of Multi-Sectoral Alliance for Development- Negros (MUAD-Neg)	Negros Occidental	Banana and papaya
13	Altertrade Corporation	Bacolod City, Negros Occidental	Muscovado sugar and Balangon banana
14	Eastern Samar Development Foundation, Inc. (ESADEF)	Eastern Samar	Tuna and vegetables
15	PhilDHRRA Visayas	Cebu City	VCO
16	Antique Federation of Cooperatives	Antique	Muscovado sugar

No.	Name of Marketing Intermediary	Location	Commodity
Mindanao			
17	Association of Fisherfolks of Davao City, Inc. (AFDCI)	Davao City	Mangrove seedlings
18	Bato – Siay Calamansi Growers Multi-Purpose Cooperative	Zamboanga Sibugay	Calamansi
19	Bukidnon Organic Products Corporation (BOPC)	Cagayan de Oro City	Muscovado sugar and organic rice
20	Don Bosco Foundation, Inc. - Biosdynamis	North Cotabato	Organic rice
21	Mindanao Agri-Network Corp. (MANCOR)	Davao City	Organic rice
22	Nazareth Women's Association	Zamboanga Sibugay	Calamansi
23	Partners for First Peoples (PFP)	South Cotabato	Peanut
24	Siad Initiatives in Mindanao Convergence for Asset Reform and Rural Development (SIMCARRD), Inc	Davao City	Organic and denorado rice
25	South Cotabato Foundation, Inc. (SCFI)	South Cotabato	Passion fruit concentrate
26	Sultan Kudarat Muscovado Farmers and Millers Corporation (SKMFMC)	Sultan Kudarat	Muscovado sugar
27	Xavier Agriculture Extension Service (XAES)	Zamboanga Sibugay	Calamansi Fresh

MAPPING OF CSO MARKETING INITIATIVES IN VIETNAM

A REPORT BY VNFU

BRIEF INTRODUCTION TO THE SURVEY

Within the framework of time and budget of the project, the collection and analysis of data is based on available materials (Statistic Materials 2006 of Vietnam General Department of Statistics; and based on the results of interviewing experts. The survey team also visited some organizations and wholesale markets to collect data and information. Some information of products is based on phone interviews. The survey was conducted in April 2008. Among surveyed organizations, the survey team interviewed Phuc Thanh cooperative in Dong Hy district and 80 farmer households.

Some problems faced during the survey. The list of surveyed organizations were discussed and agreed during meetings of advisory groups and technical group, then possible interviewees were met for data collection. Almost of interviewees were willing to answer and provide data. However, the collection of information related to processing is difficult. For some products, interviewees did not provide information or said that they did not record the details of every item as required by the surveyed team. For those products, that are not undergone processing, just bought, transported and distributed in wholesale markets, the collection of information on such expenses as road tolls, refrigeration fees, losses is not quite adequate and correct. Some organizations hidden the turnover to avoid taxes so the collected data of sale is smaller than the actual data. During the interviews, the representatives of surveyed organizations often asked if the project provide them with any assistance or support?

Some wholesale traders buy products from farmers and then sell them at wholesale markets do not have exact data of number of farmers involved in production of the products. They said that this data is correct only in terms of area, yield and production; time and number of involved farmers are not able to record correctly. The agricultural production is different from industry, therefore, the statistics of number of involved farmers will not be correct and persuasive as some farmers are seasonal laborers, some are sub-laborers, some work as contracted advisers, some work only a few hours per day for this plant and some hours for other products. However, the survey team based on theory and practices on working days of similar products in the same areas to come up with data close to the reality.

The survey team conducted the survey and collected 25 initiatives such as the initiatives on pigs in Ha Tay, on fish in Hai Duong, on lychee in Bac Giang, on safe vegetables in Van Noi, cucumber, carrot, baby-cucumber in Ninh Binh, longan in Hung Yen, Tea in Thai Nguyen,...

After the workshop organized, some information is not correct and discarded, only 18 trustful initiatives selected.

List of surveyed agricultural processing and trading organizations: Dong Dao Food Processing Trading Company, Phuc Thanh cooperative, Long Bien wholesale market, Thinh Bien company.

Major characteristics of the above-mentioned organizations:
Dong Giao food processing and trading specializes in buying fresh agricultural products such as pine apples, baby-corns, baby-cucumbers, lychee, then processes and canned for domestic and export market.

Phuc Thanh cooperative mainly focuses on supporting farmers in tea production and introducing farmers to wholesale traders to sell dry tea.

Long Bien wholesale market: the survey was conducted with wholesale stalls with high turnover where they buy products, then sell to the secondary agents. Their products are very diversified. They just buy products, then sell immediately without any processing work. Their business depends on seasons of products. However, main products are chicken, ducks, lychee, longan, orange, mandarin, vegetables (cabbage, cauliflower, carrot).

Tinh Bien company: they buy fresh lychee, then grade them into A, B, C Grade A is big and best quality fruits for sale. Grade B is medium quality fruits for selling fresh or drying; Grade C is the lowest quality fruits used for producing wine to sell to agents

BRIEF MARKETING INITIATIVES

Table 1: Classifying marketing initiatives into groups

Group	Initiatives	Main items
Dong Giao	5	carrot, baby cucumber, baby-corn, pine apples, lychee, tea
Phuc Thanh	2	Dry tea, pre-processed tea
Long biªn	8	Lychee, longan, water melon, orange, mandarin, pine apples, cabbage, tomato, cauliflower, carrot, dry tea
ThÞnh Biªn	3	Fresh lychee, dry lychee, lychee wine
Hoang Binh	2	Packed and canned tea
Cooperative	3	Dry tea, pre-processed tea
Total	23	

Notes: the survey is conducted only on clean Lychee, longan, water melon, orange, mandarin, pine apples, cabbage, tomato, cauliflower, carrot, dry tea.

For 6 interviewed groups, 18 items are processed into various products for sale; Hoang Binh takes the least with 2 initiatives representing 9% of total initiatives surveyed. Long Bien with most initiatives representing 34,7% and trades most types of agricultural products. Among 6 interviewed groups, most popular traded products are tea products, lychee and lychee based products.

Table 2: Types of market organizations.

	Types of market organizations	Quantity	%/23
1	consignment	0	0
2	Trading for profit	20	87
3	Brokers	3	13
4	Money assistance	8	34,7
5	Fertilizer support	5	25
6	Technical assistance	10	43,4
7	Agricultural extension	10	43,4

From Table 2, 87% interviewees buy and sell for profit; it means they buy here and sell there for price difference. Farmers can have money right after selling their products. 13% goes through intermediates, but trading is difficult and payment transaction between the buyers and sellers is difficult to be completed. Particularly the consignment is not implemented as the unprocessed products gets rotten quickly, the processed products are sold on contracts.

Being asked about the types of support to farmers, all said that they supported farmers; of which most popular support is technical support occupying 43,4%; next is money support in terms of loans (or advancement); or deposit 30% total contract value. This is to support farmers in production as well as to bind farmers and buyers. Input advancement represents 25%. In general, all types of support aim at binding farmers and buyers. There are no support in processing to increase value of products, reducing losses during transportation, delivery. The type of agricultural extension is providing technical training for farmers on their requests. The training mainly focus on seed, seedlings, animals, cultivation techniques.

Table 3: Types of markets:

	Types of markets	Quantity	%/23
1	Traditional market	10	43,3
2	Whole sale market	16	69,5
3	Hawkers market	2	8,69
4	Contract market	13	56,5
5	Small wholesale	20	87
6	Informal market (open air, rural market places)	8	34,7

Intermediate units sell products in various forms, in which selling to small wholesale traders, then these small wholesale traders sell to consumers represent 87%. These small wholesale traders have small shop. They buy products and sell them to consumers. The whole sale is mainly for processors, representing 69,5%. Next is sale on contract. It means the buyers and sellers sign contracts to agree upon quantity, types, quality, price, time of delivery, payment. This type represents 56,7%. Selling products on contract, the sellers often get disadvantages due to not able to get high prices, but in turn, production is stable. Open air selling represents 34%. For this type, farmers bring products to market places, whoever wants to buy can buy, the price is negotiated directly, after selling products, sellers can take money immediately.

In Vietnam, street vendor sale is very small, only 8,69%. The traditional market represents about 43,3%, mainly for processed products.

During the study, the survey team tried to investigate difficulties and challenges faced by market intermediate units. These are lacking of capital to process for raising value of products due to very expensive processing technology; difficulties in preserving fresh products, lacking of information of the same type of products in domestic as well as foreign market. These difficulties cause low competitiveness of agricultural products, difficult to sell, thus affecting production of farmers

Based on the above-mentioned information, it is possible to assert that for sustainable development, first of all, we have to raise the awareness of farmers on cultivation techniques of some major crops in order to produce good products both in quantity and quality. Next is to invest adequately in processing and post-harvest storage. Here, it is necessary to have government support through preferential loan program to buy preserving and processing technology, means of transportation and packing.

ITEM ANALYSIS THROUGH INTERVIEWED INTERMEDIATE INITIATIVES.

Within the framework of this project, the survey team saw that the surveyed products are sold as follows:

Items	Interviewed initiatives	Total volume sold by initiatives in 2006(thousand ton)	Total national volume 2006 (thousand tons)	%
Clean vegetables	46	150[a]	1800	8.33
Fresh lychee	15	32,5	156[b]	20.8
Dry lychee	12	1,6	18	8.88
Lychee wine	1	0,3	0,3	100
Dry tea	8	2,6[d]	110,178[c]	2.53

Note: a is volume of clean vegetables in Hanoi
[b] is volume of fresh lychee grown mainly in 2 provinces: Bac Giang and Quang Ninh
[c] is national tea volume.
[d] is volume of tea sold by Thai Nguyen initiatives

The intermediate initiatives of clean vegetables in Vietnam are many, but the statistics and control of quality in many places have not yet brought up practical results. Growing lychee in Vietnam is mainly focused in northern provinces such as Hai Duong, Quang Ninh, Bac Giang, so data can be collected. In other areas where lychee is grown scatterly in family gardens, it is not possible to record data exactly. For tea, there are many tea growing provinces, but focused on 9 provinces: Lam Dong, Thai Nguyen, Nghe An, Son La, Tuyen Quang, Ha Giang, Phu Tho, Yen Bai, Lao Cai. Among these provinces, Thai Nguyen produces the second largest volume of tea in the country and the quality of their tea is number 1. There are many tea processing companies and factories in Thai Nguyen:

Tan Cuong Hoang Binh tea processing factory, Quan Chu tea processing factory, Hung Son tea processing factory, New Century tea processing factory, Hung Son tea processing and export factory, Dai Hung tea processing factory (Dai Tu), Bac Son tea processing factory (Pho Yen), Dinh Hoa tea processing factory, Hoa Nguyen tea export processing factory, Song Cau tea processing factory, Phan Me tea processing factory (Phu Luong), Phu Luong tea processing factory, Van Tai tea processing factory (Pho Yen) and 10.000 small processing establishment.

The above mentioned are tea processing units in Thai Nguyen provinces

Table 5. Percentage of area in initiatives compared to national area.

Items	Initiatives	Area in initiative (1000ha)	National area (1000 ha)	%
Clean vegetables	46	12	26.4[K]	45.4
Fresh lychee	15	2,1	61	3.4
Dry lychee	12	1,3		
Lychee wine	1			
Dry tea	8	1,7	122,7	1.38

Note: K is clean vegetable area in Hanoi;
No available data for the Initiatives of lychee wine production unit.

Table 6: Number of farmers involved in intermediate initiatives.

Items	Interviewed initiatives	Number of farmers involved
Clean vegetables	46	632
Fresh lychee	15	3405
Dry lychee	12	527
Lychee wine	1	52
Dry tea	8	570

Table 6 shows the number of farmers in intermediate initiatives interviewed. It is impossible to collect the data of the number of farmers involved nation-wide, therefore, it is not possible to calculate the percentage.

PROPOSALS

Among surveyed items, the survey team see that lychee growing area is not big enough, quantity of lychee is not a lot.

Clean vegetables consists of carrot, baby-cucumber, baby-corn, Chinese cabbage, cabbage, cauliflower; these kinds of vegetable can be harvested all round year, The surveyed area is not big, but the actual growing area is relatively big. However, clean vegetables have not yet met needs of consumers and farmers have not yet suffered from disadvantages in production and business.

Tea products: tea is a long term industrial crop and ranks number 5 in terms of area among top ten tea growing countries in South East Asia and number 7 in terms of quantity. Vietnam is a country who know how to use tea in daily life and drinking tea is traditional culture, through tea drinking festivals. In the process of production - processing - trading tea products, Vietnam has many issues to discuss, of which small tea growers are small in scale and value, tea is a crop affecting much on rural poverty reduction.

Harvest lasts 10/12 months per year. Tea production in Vietnam still uses a lot labor in many stages causing high production costs and difficult for competitiveness of products. In tea processing, almost farmers used manual or semi-chemical processing technology, so the quality of tea is not high, products are not diversified. The reason is that farmers lack of technology, lack of capital to invest in technology, therefore, farmers mainly sell raw tea or pre-processed tea at low price. The issue is that how to bring products of farmers to consumers with the highest value, the highest competitiveness compared to products of factories, big companies, that is linking small farmers to markets.

PURPOSES

Role of tea for farmers' life in order to eradicate poverty

- Evaluation of production - processing - trading tea through surveyed small tea growers (strengths, weakness, opportunities and challenges)
- Raising awareness and selecting suitable solutions to linking small farmers to markets (through training courses, exhibitions)
- Establishing a system of tea market information.

About the LSFM Program

The fast pace of agricultural trade liberalization and the opening up of various market offers both threat and opportunity for small farmers in Asia.In the liberalized market, small farmers and agricultural producers are unable to maximize the benefits of their production efforts. The income derived from farming is low because they are unable to benefit from the price differential that happens after their produce leaves the farm and reaches the consumers. Moreover, Various studies have already shown that most small farmers have lost their livelihoods due to the influx of cheap agricultural product from other countries. However, there are also successful cases where farmers with appropriate support were able to capture opportunities in the liberalized market.

This project will focus on building the capacity of women and men leaders of small farmers' organization and cooperatives together with their partner NGOs/agri-agencies to respond to agricultural marketing issues confronted by small farmers and producers. It shall undertake the formation and or strengthening marketing intermediation mechanisms that will link small farmers to the markets, reduce transaction costs and increase the benefits of small farmers in the process of engaging with the market.

LSFM is currently being piloted in Cambodia, Philippnes and Vietnam with the support of the ASEAN Foundation and in Indonesia with the support of the World Rural Forum (WRF).

About AsiaDHRRA

The Asian Partnership for the Development of Human Resources in Rural Asia (AsiaDHRRA) is a regional partnership of eleven social development networks and organizations in ten Asian nations that envisions Asian rural communities that are just, free, prosperous, living in peace and working in solidarity towards self-reliance. Its mission is to be an effective promoter and catalyst of partnership relations, facilitator of human resource development processes in the rural areas and mobilizer of expertise and opportunities for the strengthening of solidarity and kinship among Asian rural communities. AsiaDHRRA's regional policy advocacy work has always been anchored on its commitment to bring forward the voices of its partner peasant organizations to the frontline of the advocacy arena. AsiaDHRRA organized the five Farmers' Exchange Visits which eventually led to the formation of the Asian Farmers Association for Sustainable Rural Development (AFA)

About the ASEAN Foundation

Established by the ASEAN Leaders on 15 December 1997 during ASEAN's 30th anniversary, the ASEAN Foundation aims to help bring about shared prosperity and a sustainable future for the peoples of ASEAN whose member countries are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam. The Memorandum of Understanding on its establishment was revised in July 2000 and ratified by all ten member countries in July 2007. The Foundation has two objectives:

- promote greater awareness of ASEAN, and greater interaction among the peoples of ASEAN as well as their wider participation in ASEAN's activities inter alia through human resources development that will enable them to realize their full potential and capacity to contribute to progress of ASEAN Member States as productive and responsible members of society
- endeavour to contribute to the evolution of a development cooperation strategy that promotes mutual assistance, equitable economic development, and the alleviation of poverty.

On 20 November 2007, the ASEAN Leaders signed the ASEAN Charter at their 13th Summit held in Singapore. Article 15 of the ASEAN Charter mandates the ASEAN Foundation to:

- support the Secretary-General of ASEAN and collaborate with the relevant ASEAN bodies to support ASEAN community-building, and
- promote greater awareness of the ASEAN identity, people-to-people interaction, and close collaboration among the business sector, civil society, academia and other stakeholders in ASEAN.

The ASEAN Foundation is based in Jakarta, Indonesia.